Listing of Claims:

1. (Currently Amended) A method, comprising:

receiving at a processor a telephone call having routing information from an originating party to a terminating party;

routing the telephone call from the processor to a the terminating party based on the routing information;

determining an identity of the terminating party at the processor;

determining at the processor targeted marketing material based on the identity of the terminating party[[,]]; and

providing the targeted marketing material from the processor to the originating party.

2. (Original) The method of claim 1, wherein the telephone call is a toll-free telephone call.

3. (Currently Amended) An apparatus, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions directing the processor to:

receive a telephone call having routing information from an originating party directed to a terminating party;

route the telephone call to a the terminating party based on the routing information;

determining an identity of the terminating party;

determine targeted marketing material based on the identity

of the terminating party; and

provide the targeted marketing material to the originating

party.

4. (Canceled)

5. (Previously Presented) The method of claim 1, further comprising:

identifying the originating party.

6. (Previously Presented) The method of claim 5, further comprising:

providing targeted marketing materials to the originating party based on

characteristics associated with the identity of the originating party.

7. - 20. (Canceled)

21. (Previously Presented) The method of claim 1, wherein the targeted marketing material

comprises a coupon.

22. (Previously Presented) The method of claim 21, wherein the coupon comprises a coupon

for an airline ticket.

23. (Previously Presented) The apparatus of claim 3, wherein the targeted marketing material comprises a coupon.

24. (Previously Presented) The apparatus of claim 23, wherein the coupon comprises a coupon for an airline ticket.

25. (New) The method of claim 5, further comprising:

receiving a VoIP transaction from the originating party via a computer or wireless device;

identifying cookies or web site favorites as forming a part of the identity of the originating party;

determining targeted marketing materials based on the identity of the originating party; and

displaying the determined targeted marketing materials to the originating party on the computer or wireless device.

26. (New) The method of claim 5, further comprising:

receiving a VoIP transaction from the originating party;

identifying a user-specific characteristic associated with an IP address of a computer or wireless device ID of the originating party;

determining targeted marketing materials based on the identity of the originating party; and

displaying the targeted marketing materials to the originating party.

based on the user-specific characteristic associated with the IP address of
the computer or wireless device ID of the originating party.

27. (New) The method of claim 5, wherein the targeted marketing materials are displayed
to the originating party one of before, during and after routing the telephone call from the
originating party to the terminating party.

28. (New) The method of claim 25, wherein the targeting marketing materials are
displayed to the originating party at least one of before, during and after routing the telephone
call from the originating party to the terminating party.

29. (New) The method of claim 26, wherein the targeting marketing materials are
displayed to the originating party one of before, during and after routing the telephone call from
the originating party to the terminating party.

30. (New) The apparatus of claim 3, wherein the targeted marketing materials are
displayed to the originating party one of before, during and after routing the telephone call from
the originating party to the terminating party.

31. (New) The apparatus of claim 3, wherein the memory further directs the processor to:

    receive a VoIP transaction originating from a computer

    having routing information associated with a telephone number or

    IP address;

identify a user-specific characteristic associated with an IP address of a computer or wireless device ID of the originating party;

determine targeted marketing materials based on the identity of the originating party; and

provide targeted marketing materials to the originating party.

32. (New) The apparatus of claim 3, wherein the memory further directs the processor to:

receive a VoIP transaction originating from a wireless device having routing information associated with a wireless device ID;

identify a user-specific characteristic associated with an IP address of the wireless device ID of the originating party;

determine targeted marketing materials based on the identity of the originating party; and

provide targeted marketing materials to the originating party.

33. (New) The method of claim 1, further comprising:

offering the originating party an option to contact a second terminating party within the specific industry or business category identical to the industry or business category of the terminating party, and

switching the call of the originating party from the terminating party to the second terminating party, when a current hold time of the terminating party is a first predetermined number of minutes and the current hold time of the second terminating party is a second predetermined number of minutes that is substantially less than the first predetermined number of minutes.

34. (New) The method of claim 33, wherein the first predetermined number is approximately 25 minutes and the second predetermined number of minutes is approximately 5 minutes.